



New Web site Offers Expanded Options for Patients with Hormone Related Conditions

The Hormone Foundation, the public education affiliate of The Endocrine Society, unveiled its redesigned Web site, www.hormone.org, during ENDO 2006, the 88th Annual Meeting of The Endocrine Society in Boston, Mass. The new site represents the latest chapter in the Foundation's mission to promote the prevention, treatment and cure of hormone-related conditions.

The Foundation launched its first Web site in 1999, and updated it in 2002. Primarily focused on patients, the old site needed a revitalization to encompass all of the Foundation's new relationships with a broader audience.

The contemporary site boasts a new look, updated information and intuitive navigation – making information readily available to users depending on their demographic.

Patients, health care providers, representatives of non- and for- profit organizations, and members of the media are now able to receive tailored options of the Foundation's content, including bi-lingual patient information.

In addition, an events section is now available where groups can post information about upcoming public forums and other educational events in local communities.

Other new features of the site include an advocacy area a section for the public to financially support the Foundation and its programs. The advocacy area highlights what the Foundation and the Society are doing in the public policy arena, and offers a link to a visitor's legislative representatives.

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***The Hormone Foundation**, the public education affiliate of The Endocrine Society, is leading source of hormone-related health information for the public, physicians, allied health professionals and the media. Our mission is to serve as a resource for the public by promoting the prevention, treatment and cure of hormone-related conditions through outreach and education.*

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*Founded in 1916, **The Endocrine Society** is the world's oldest, largest, and most active organization devoted to research on hormones, and the clinical practice of endocrinology. Today, The Endocrine Society's membership consists of over 13,000 scientists, physicians, educators, nurses and students in more than 80 countries. Together, these members represent all basic, applied, and clinical interests in endocrinology. The Endocrine Society is based in Chevy Chase, Maryland. To learn more about the Society, and the field of endocrinology, visit our web site at www.endo-society.org.*